

negative.

The stage of "liberation"

Usually the buyer uses the product in full for its intended purpose. In cases where the consumer does not have time to use the product in full, up to the expiration date, or improper storage conditions, the product deteriorates. In this case, the buyer can get rid of the product by throwing it, or give to animals. Packaging with the product can be thrown, hand processing, or keep for later use for other purposes.

Store visitors are people with different income levels who purchase different prices and with different frequency. Primarily oriented to product quality and price.

Dedyura D.
Dovgan' S., research supervisor
Zuyenok I., language adviser
National Mining University

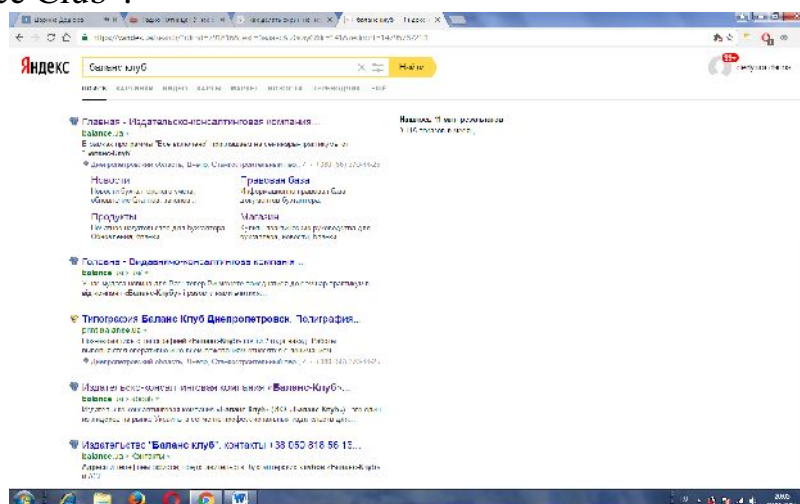
BUSINESS-PROCESS SALES OF MAGAZINES "BALANCE CLUB" IN THE INTERNET

Key-words: consumer behavior, market research, business-process sales,

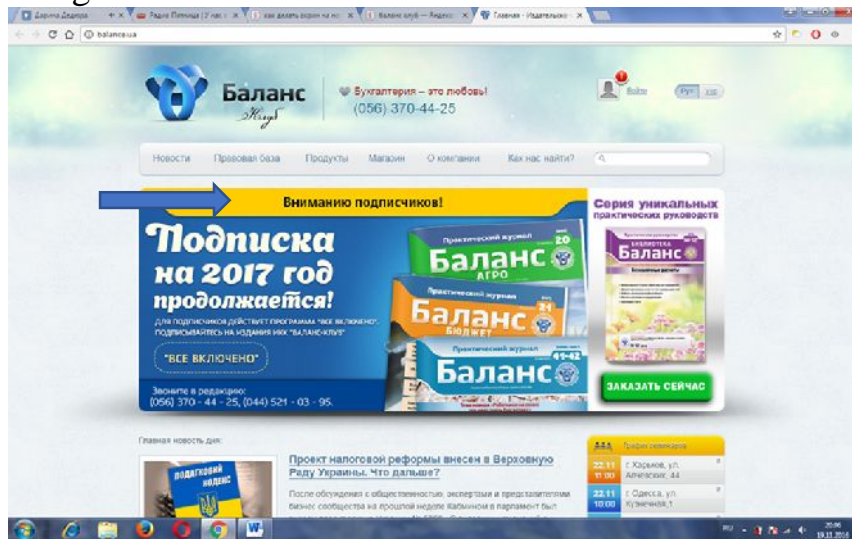
"Balance Club" – is a consulting company and the leaders on the Ukrainian market in the segment of professional publishers for accountants such as commercial accountants, agro and budgetary spheres. This company was based on the market 25 years ago.

The magazines of company «Balance Club» is an A4 notebook with color cover on glossy paper. The magazine is stitched with curly braces protruding from the end of the notebook. This allows stitching each issue of publications to segregators that ensures the safety and ease of using the magazine. The Publication number and date are located in the upper right corner of each publication that helps to identify the source, if the information photocopied. The link to our site: www.balance.ua. is located on the front of magazine.

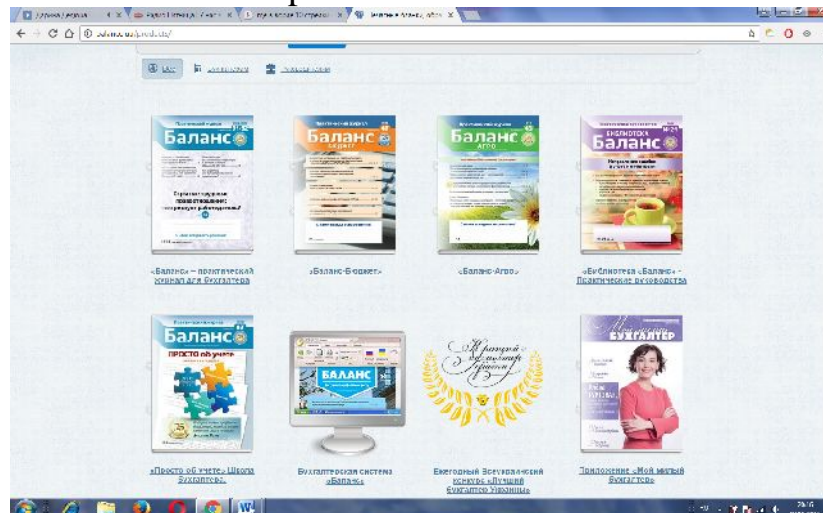
Step 1. Go to a search system Yandex, Google, enter the balance - and Club Site appears "Balance Club".



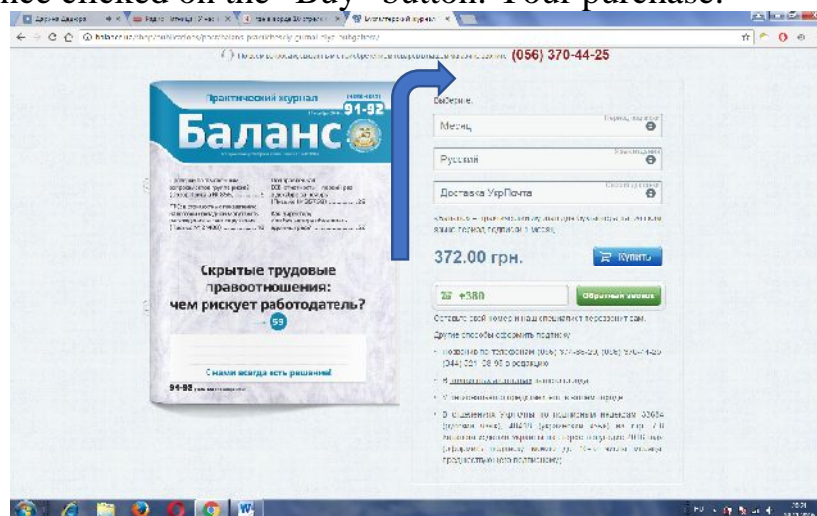
Step 2. Then go to the site and click the box titled "Products".



Step 3: After that chose the products "Balance Club".



Step 5: Once clicked on the "Buy" button. Your purchase.



Step 6. The customer fills in data terms: on what the subscription period, the

language of the magazine and delivery method. And clicks "Buy" order is accepted.

Step 7. Once filled with all the terms you need to press "Buy" as soon as the Sales Department will see an order and contact the customer.

Subscribe and get the magazine can be implemented in different ways.

Method 1: editorial subscription, the subscription is through editorial department by phone (056) 770-44-25 and regional representatives in different regions of Ukraine. There are 2 kinds of editorial subscription (delivery postman in a PO Box or mailbox), or delivery of the ordered parcel.

Method 2: subscription through Ukrposhta offices and departments with the Catalogue of Publications. First delivery the card is issued and when the log output to the specified address postman delivers magazine.

Method 3: subscription through alternative subscription service - is a company that buys edition wholesale and delivers by courier "from hand to hand".

Method 4: is the most popular at this time, the acquisition of the magazine through our website: www.balance.ua. (Subscribing - online).

Demchenko M.
Pilova K., research supervisor
Zuyenok I., language adviser
National Mining University

SOCIAL NETWORKS: FRIENDS OR FOES?

Key words: social networks, time, statistics, influence, addiction

More than 10 years people use social networks in their daily life. Unfortunately, people spend too much time online and get addicted to such kind of the internet resources. That is why I created a poll where participants were asked for some details about their time spending in social networks. The main goal of the created poll is to find out if there any problems in the society caused by social networks usage, how much time people of different age spend in social networks and whether their participants want to use social networks less or more in future.

Google Forms, one of Google services, was used to creating a poll and gathering data. This service allows users to create internet surveys, monitor the statistics or watch diagrams of results. Moreover, Google Form is absolutely free and open service.

According to the statistics, which poll shows, the overall amount of people who took part in poll is 26. Age of participants varies from 17 to 65 years: 12 people (46.2%) in the age of 17; 6 people (23.1%) in the age of 18; 2 people (7.6%) in the age of 28-32, 5 people (19.1%) in the age of 43-46 and 1 person (3.8%) who is 65.

Using the results of this survey, it is possible to identify the time people spend in social networks: only 15% of people spend less than 45 minutes per day and there are no respondents, who don't use social networks at all. The results of poll are spread in the following way: 50.8% of respondents use social networks more than 3 hours per day, 23.1% – from 1.5 to 3 hours, 30.8% – from 45 minutes to 1.5 hours.